

THE GREAT SALE  
OF ALL SALES

# GRAND OPENING SALE

THIS BIG STORE'S  
BIGGEST EVENT

## Ashland's Greater, Bigger, Better, UNDERSELLING STORE

### Offering Greater, Bigger, Better Bargains Than Ever Before Sale Starts SATURDAY, APRIL 1st LASTING 15 DAYS

A Sale in which Value Giving Records Are Being Broken—and through Lowered Prices  
Thousands of Dollars are being Saved to the Thrifty People of Ashland.

#### DAWN OF A NEW ERA!

The present era in merchandising in Ashland dates back from the opening of the Underselling store. There has been no important change in the methods of doing business since that time. Shortly after the opening of the store the following was printed:

The opening of the Underselling store means the birth of a new business era—the ushering in of new ways, new ideas, new prices and new methods.

The public of Ashland and vicinity is hungry for just such a store and they will take the store by storm.

And they did—and they stormed in to the store every day ever since and they saved money. Satisfied patrons told others and these spread the news and this store grew and grew until now our greater quarters allow us more square feet of store space than any of this nature in Ashland.

The dawn of a great success for you and for us is swiftly, gloriously breaking. For you it is a happy dawn of new prices and new ways. For us the dawn of ever increasing business always growing popularity.

For in this Grand Opening Sale of the Greater Underselling Store folks recognize the real thing. It is a Bargain Feast—not words but deeds—not visions but values—not bluster but bargains. We planned this sale to be big in benefits to everyone within reach of it who is tired of paying high prices and hearing excuses for them who want less talk why prices don't come down but more action getting them down. That has been the business of this big Bargain Store—getting prices down on good dependable goods—always selling merchandise under the current prices—this store has for three years waged a relentless price campaign and through lower prices our business so grew with leaps and bounds that within three years we are obliged to twice seek additional space. With the addition of the building formerly occupied by the Field Furniture Company, this store is double its former size, which will better enable us to carry more extensive varieties and larger assortments in every department. We will now offer Ashland greater, bigger, better bargains than ever before. All the power of this great store's policies of cash buying—cash selling—quick sales at small profits—are put into this extra effort. A momentous comparison of qualities and prices will show where in Ashland, you'll save money on your Easter purchase for home and wear.

We Have Never Before Offered Ashland  
Such a Collection of Staple Cotton Bar-  
gains As We Have Ready for the  
Crowds Friday Morning

"And we are going to sell women enough of this wonderful yards goods to make their whole spring wardrobe. Best of all we are going to save them money galore. They have been waiting and putting off buying until our sale—now watch them buy!"

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|-------------------------------|-------------------------------|
| 13c Brown Muslin.....8c       | 18c Hope Muslin.....15c       |
| 14c Apron Gingham.....9c      | 39c Madras Shirting.....23c   |
| 18c Romper Cloth.....7c       | 18c Bird's Eye Cloth.....15c  |
| 9-4 Brown Sheet.....39c       | 36 inch Percale.....14c       |
| 20c Outing.....12 1/2c        | 32c Mercerized Linene.....23c |
| 16c Straw Ticking.....12c     | 40c Dress Organdie.....23c    |
| 32 in. Dress Gingham.....16c  | 18c Dress Gingham.....11c     |
| 36 in. Colored Satens.....23c | 39c Mercerized Poplin.....23c |
| Pillow Cases, 24x36.....23c   | 12c Calico.....8c             |

The Prices From Our Greater Shoe  
Department Are Simply Astounding

When we think of what the manufacturers of this high grade footwear would say if they should see these prices, our ears burn; but when we vision the smiling faces of the hundreds of our Ashland friends who will come hurrying for these big shoe bargains then we have nothing but a feeling of happiness that we are the Underselling Store. We want you each and everyone to read carefully what we have caused to be set forth—to weigh each word—to fit them into answers to your own needs and to be here when the big sale opens Friday.

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| Men's \$6.00 Brown Dress Shoes.....\$2.98  | Boy's brown calf and gun metal shoes and oxfords, butcher and English style, sizes 9 to 13.....\$1.98 |
| Men's \$7.00 Brown Dress Shoes.....\$2.99  | Sizes 13 1/2 to 2.....\$2.19  |
| Men's \$7.50 Sample Dress Shoes.....\$3.98 | Sizes 3 to 5 1/2.....\$2.48   |
| Men's \$3.00 Work Shoes at.....\$1.95      | Infant's shoes, sizes 1 to 5 at.....98c   |
| Men's \$4.50 Witch Elk Shoes.....\$2.69    | Infants' spring heel shoes, at.....\$1.29   |

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| <b>WOMEN'S STRAP PUMPS AND OXFORDS</b>             | \$5.00 Women's Black Patent Three Strap Pumps for.....\$2.98   |
| \$2.50 Women's Black Kid Strap pumps.....\$1.69    | <b>Misses' And Children's Shoes And Slippers</b>   |
| \$3.00 Women's Black Oxfords.....\$1.89            | 200 pairs Misses sample brown calf and black kid shoes \$3 value.....\$1.98                          |
| \$3.50 Women's Brown Oxfords.....\$2.48            | Misses' and Children's black kid, brown calf and patent leather strap pumps at.....\$1.48 and \$1.69 |
| \$3.75 Women's Black Patent Strap pumps.....\$2.69 |  |
| \$4.50 Women's Brown Kid Strap pumps.....\$2.98    |  |

An Undermuslin Sale Made To Our Order

"We want," said we to the Underselling manufacturer, "the best sale of muslinwear that has ever been had in America and we believe we have it. Come down Friday morning and see if we haven't."

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| Women's gowns, pink and white.....39c                  |
| Women's muslin teddies, pink and white.....39c         |
| Women's muslin embroidered flounced petticoats.....39c |
| Women's pink crepe bloomers.....39c                    |
| Women's bandeau brassieres.....19c                     |
| Women's corset covers.....23c                          |
| Misses' pink or white saten bloomers.....25c           |
| Children's embroidered petticoats.....23c              |

The Climax of Style and Money Saving will be  
staged with these Four Great Spring  
Garment Sales!

BE ON HAND EARLY in the MORNING — Have FIRST Choice



We Will Sell the NEWEST SERGE  
KELLY CLOTH and TWEED SUITS  
For.....\$14.95

They would be remarkably low priced at \$20. Most everywhere they are asking \$25 for the same suits.

Belted straight line jackets with narrow mannish collars or tuxedo fronts—some have inverted pleat backs—patch and slash pockets—others loose backs, loose sleeve style. The jackets are silk lined shades of tan, brown, grey, rose, navy and even the new periwinkle. Sizes 16 to 44.....\$14.95

Whirls of Styles in These  
NEW SPRING COATS at  
\$9.95

The tailored coats that have already made themselves very much in evidence as well as these charming capes. Belted coats with inverted pleat back, flare and mannish coats of homespun, novelty coating, polo and velour. Colors reindeer, rookite, rose, tan and blue. Sizes 16 to 44.....\$9.95 for coats that should sell for \$15.00 to \$18.00

—now our  
\$1.98 Sale  
NEW SPRING SKIRTS

Plain tailored all wool serge, blue and black all sizes. Fancy plaid effects material, box pleated styles, all sizes, \$3.50 to \$4 would be the cost for them but at the Underselling Store \$1.98 takes them tomorrow.

—and these Easter Dresses at  
\$8.95  
can't be beaten.

Taffeta, crepe de chine, canton crepe, tricotine, serge and poiret twill. Their colorings are black, brown, navy and all the springs newest entrancing high shades. Styles too numerous to mention. Sizes 16 to 44, \$8.95; for dresses that should sell for \$14 to \$17.

and \$1.98  
Buys a New Easter Bonnet  
TOMORROW

All shapes, ribbon and flower trimmed, colors, black, navy, grey, copen and burnt orange. We will sell the hats at what the shapes are worth untrimmed. Tomorrow at.....\$1.98

Again We Astonish The Public With  
New Low Prices On Every Day Needs

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| Men's Sample Caps.....23c                                | Misses and children's strap pump, size 8 1/2 to 2.....\$1.48       |
| Women's 95c dressing sacks.....48c                       | Men's work hose, all colors, per pair.....8c                       |
| Men's white or work handkerchiefs.....4c                 | 36 inch bleached muslin, regular 14c values, yd 10c                |
| 12c crash toweling.....8c                                | Women's straw saliors, black, navy, brown.....\$1.98               |
| 35c Infant's Rubber bloomers.....19c                     | Boys' wash suits, all colors, sizes 2 to 8.....79c                 |
| Misses new spring coats, sizes 7 to 14 yrs.....\$4.98    | Children's white and colored Eastern Dresses, sizes 2 to 6.....98c |
| O.N.T. thread, 2 spools.....9c                           | Women's white voile waist slightly soiled, sizes 38 to 46.....48c  |
| Women's hose, black white or brown 15c values.....10c    |  |
| 15c Curtain scrim, yd.....9c                             |  |
| \$1.00 bungalow aprons.....69c                           |  |
| 19c Scout percale, 36 inch light pattern, yd.....12 1/2c |  |

This \$12.95 Suit Sale that we have prepared for the Men of Ashland is  
Nothing Short of Amazing

It is the sale that will light up the hearts of men who read this, like a rocket lights up the heavens when it is discharging a shower of golden stars. Knowing us and our methods, you will have a fair idea of the kind of savings we are holding out in the form of brand new suits at \$12.95. They are suits for men and young men, double breasted and conservative models. The coats are all lined with all-peak lining. Sizes 35 to 42.

MEN'S SUIT MATCHING TROUSERS

That gives every man a glow of hope as bright as the spring sunrise in the eastern sky. Easy match for coats and vests still good, on special sale at—

\$1.69, \$1.98  
\$2.98, \$3.48

We Will Make Boys our Friends While  
They're young with such as These \$4.69  
Boys' Suits

They never forget and when they grow up they'll never miss one of our sales. They're all brand new spring suits—youthful norfolk styles—full lined pants—belted coats. Suits made to sell at \$6.00 to \$7.00, just.....\$4.69

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| 75c Boys' Caps.....45c                 | \$1.25 boys' dressy shirts at.....95c                               |
| \$3.00 Men's hats.....\$1.69           | Misses straw saliors, ribbon trimmed.....98c                        |
| \$1.25 Men's dress shirts at.....98c   | Misses checked gingham dresses, wash back, sizes 6 to 14.....79c    |
| 35c Men's Suspenders.....23c           | Misses white and colored organdie dresses, sizes 6 to 14.....\$1.48 |
| 75c Boys' Blouses.....48c              | Misses ribbed stockings, pair.....13c                               |
| 65c Men's ties.....39c                 | Misses Princess slips.....48c                                       |
| 25c Boys' Stockings.....15c            | Misses' wool flannel and Misses wool velour spring coats.....\$7.69 |
| 35c Boys' Four in hand ties at.....25c |   |
| 50c Men's Balbriggan underwear.....39c |   |
| 75c Men's athletic union suits.....59c |   |
| 25c Men's silk hose at.....15c         |   |

THE STORE  
THAT'S  
ALWAYS BUSY

# THE UNDERSELLING STORE

"We Sell It For Less"

112-114 West Greenup Ave.

Ashland, Kentucky

MOST FOR THE  
MONEY OR THE  
MONEY BACK